



# Scaling Rapid Growth

Through a Unified Platform for  
Communication, AI, and IT Efficiency





**COMPANY:**  
Petauri

**INDUSTRY:**  
Pharmaceutical  
Commercialization

**EMPLOYEES:**  
400+

### OVERVIEW:

Petauri is a purpose-built pharmaceutical services platform startup built to support pharmaceutical and biotech companies in bringing new drugs to market. Launched in early 2023, Petauri focuses exclusively on commercialization, and has experienced growth by launching, acquiring, and combining multiple best-in-class firms across the U.S. and U.K. The company now operates as a remote-first organization, with employees distributed across regions, functions, and business units—all unified by a single vision—to improve patient outcomes by speeding access to life-changing healthcare innovations.

## SETTING THE STAGE

# A Mission-Driven Company Built for Speed and Scale

Petauri was founded with a clear mission: To ensure that scientific breakthroughs reach patients with unmet medical needs, by providing pharmaceutical and biotech companies with seamlessly integrated commercialization solutions. Rather than taking on R&D or manufacturing, Petauri focuses exclusively on the commercialization phase—the critical final leg where strategy, execution, and speed to market determine success.

From the outset, the company was designed to scale quickly. Its growth model centers on launching, acquiring, and combining best-in-class companies with recognized expertise in their respective domains. This growth model has allowed Petauri to rapidly expand its capabilities while maintaining deep vertical expertise. In just over a year, the company has completed multiple acquisitions across the U.S. and U.K., bringing together teams with unique systems, tools, and company cultures.

What makes Petauri's growth especially complex is that it's not just adding headcount—it's integrating entire businesses. Each acquisition comes with legacy systems, standalone processes, and different operational maturity levels. At the same time, Petauri has been building its own core infrastructure from scratch, establishing shared systems for HR, finance,

sales, and project management while ensuring those systems are scalable, secure, and integrated.

As a fully remote company from day one, Petauri also faced the challenge of fostering a unified employee experience across time zones, business units, and job functions. The stakes were high: without a strong connective layer between its people, systems, and knowledge, the company risked growing faster than it could align.



## THE CHALLENGE

## Scaling Rapidly While Building a Unified Foundation

Petauri's growth trajectory is rare. In just over a year, the company grew from a single acquisition of around 100 employees to nearly 400 employees across numerous acquired entities. Each acquisition brought along its own tools, workflows, and ways of operating. And while this rapid expansion added significant expertise and market reach, it also introduced fragmentation, redundancy, and risk.

"We always joked that we were building the plane while flying it," said Jeff Petet, Senior VP of IT. "We were simultaneously onboarding newly acquired companies and implementing our core systems—HR, ERP, CRM, project management, analytics. We needed a way to unify everything, fast."



With no legacy infrastructure to weigh them down, the Petauri IT team had a unique opportunity: build a best-in-class technology stack from the ground up. But with limited time and a fast-growing workforce, they also needed to ensure that everyone—from senior leadership to the newest employee—had easy access to information, a sense of connection, and clear pathways to tools and resources.

The leadership team knew that if each acquired company continued operating in silos, it would delay alignment, increase friction, and slow productivity. What they needed was a common experience that could scale with them.

## THE SOLUTION

## A Unified Employee Hub Built on MangoApps

Petauri selected MangoApps to serve as its centralized intranet and employee platform. Internally branded as Springboard, the platform became the single source of truth for employees across the growing organization. According to Jeff, MangoApps was chosen for its combination of extensibility, out-of-the-box functionality, mobile readiness, and governance features.

"I pitched MangoApps in my interview," said Jeff. "We were starting from zero—no legacy debt, just greenfield. We needed a system that would act as the connective tissue between our people, tools, and knowledge. MangoApps was the only platform we found that could meet those needs while also letting us scale quickly."

### What Springboard Powers at Petauri

-  Unified Communication & Company News
-  Secure Single Sign-On to Core Systems
-  AI Assistants for HR, IT, and Research Support
-  Onboarding Hub for New Employees
-  Internal Knowledge Base & Resource Library
-  Mobile Access for Leadership & Field Teams
-  Governance Workflows & Policy Management
-  Integration Planning for SharePoint & Beyond

## Key elements of the deployment included:

- **Single Sign-On (SSO):** Centralized access to HR, ERP, CRM, and project systems.
- **Mobile App:** Branded version of MangoApps used heavily by senior leadership, including the CEO.
- **Internal Knowledge Base:** Resource guides, onboarding materials, and process documentation.
- **Governance Workflows:** Internal forms and approvals, including for new AI tools and software requests.

- **Cultural Anchoring:** Springboard became the home for leadership announcements, acquisition updates, employee policies, and training.

By consolidating access and centralizing communication, Petauri ensured that every employee—regardless of which company they originally came from—had the same experience from day one.

## ACTIVATING AI

# From Exploration to Enterprise Readiness

One of the most innovative aspects of Petauri's deployment was its early and deliberate embrace of AI Assistants as a core part of the company's digital strategy. Recognizing that intelligent automation would play a key role in scaling support, accelerating onboarding, and easing the burden on HR and IT teams, the company made a strategic decision to implement AI capabilities at the foundation of its employee experience platform. Rather than treating AI as an experimental add-on, Petauri's leadership positioned it as an essential utility—something every employee could benefit from and grow with over time. Working within MangoApps' AI Studio, Jeff's team configured multiple Assistants to serve both general and specialized, non-client facing needs:

- **Petauri Chat:** A general-purpose Assistant powered by Azure OpenAI for external research and basic tasks.
- **Petauri Ask:** A trained Assistant leveraging internal documentation, designed to answer onboarding questions and HR/IT support topics.
- **Petauri Pic:** An image-support Assistant for creative and visual tasks.

In addition to those core Assistants, Petauri enabled ChatGPT integration for pilot users and began laying the groundwork to introduce other LLMs like Gemini and Claude.

"We wanted to drive people into MangoApps, and we wanted to make our Assistants useful immediately," said Jeff. "Petauri Ask was trained on resource guides we'd already uploaded, so employees could ask things like 'How do I submit an expense report?' or 'Where do I find the holiday calendar?'"

Governance was also a key consideration. Early in the process, Petauri's legal team expressed concern about prompt history and auditability—a feature that MangoApps supported natively but was missing from Microsoft Copilot at the time.

“ Prompt logging was originally a legal requirement for us. We weren't sure it would stay that way, but MangoApps gave us the option. That flexibility was a huge factor. ”

## ROLLING OUT ENTERPRISE-WIDE

## Driving Awareness, Training, and Adoption

To ensure successful adoption, Petauri paired technical deployment with a robust change management strategy. The team launched a phased rollout of AI Assistants, starting with internal champions and expanding to all business units.

Enablement materials included:

- A company-wide **AI policy** that clearly defined usage guidelines and governance principles
- Multiple **quick reference sheets** to help users engage confidently with each Assistant
- Training sessions with **external prompt engineering experts**, tailored both for all employees and for a dedicated AI working group
- **Asynchronous video trainings** hosted within Springboard for easy access by new hires and international teams

Adoption metrics reinforced the value of the Assistants. Just a couple of months after the initial launch:

- 10–20% of employees were engaging weekly with AI Assistants
- HR and operations teams used Assistants to summarize documents, improve email drafts, and respond to internal questions
- New employees relied on Petauri Ask for real-time support during onboarding

An **AI Approval Committee**—comprising IT, Legal, and Operations—reviews all new requests for AI tools, ensuring thoughtful expansion without bottlenecks. The team also embedded a request form directly in MangoApps, automating approvals and surfacing trends across departments.

## RESULTS

## Efficiency, Consistency, and Connection at Scale

The impact of MangoApps has gone beyond solving IT problems—it has transformed how the company connects, operates, and grows. It has helped Petauri align newly acquired teams under a shared digital experience, reduce duplication in knowledge sharing, and build trust across functions. Employees know where to go for reliable information, and support teams have more bandwidth to focus on complex, strategic work. What once required scattered email threads, redundant training, and multiple point solutions is now streamlined through a unified platform that adapts to each team's needs.

- **Unified Onboarding:** Every new hire—regardless of geography or legacy system—gets a standardized, well-supported experience starting with Springboard.

- **Streamlined Access:** Single sign-on dramatically reduces friction, with all core business systems consolidated behind a single login.
- **Scalable AI Enablement:** Repetitive support questions are deflected, internal experts are augmented, and company knowledge is more accessible than ever.
- **Leadership Engagement:** Senior executives lead by example, actively using Springboard to communicate, share updates, and model digital behavior.
- **Operational Transparency:** With all AI interactions logged and accessible, compliance and legal teams have the oversight they need without adding manual processes.



Dan Renick has created a post in All Users

Nov 12, 2024 2:32 PM EST

New



### Formulary Insights™ Joins Petauri

Hi Everyone, In keeping up the momentum, I'm thrilled to announce that Formulary Insights™ has joined Petauri! This strategic acquisition integrates Formulary Insights with Petauri Advisors, expanding our ability to offer clients a full suite of consulting services. By combining Formulary Insights' market access expertise and real-world payer experience with Petauri Advisors' established consulting practice, we're taking a significant step forward in our mission to deliver transformative

[Read Full Post](#)



“ We post acquisition announcements in Springboard before they hit LinkedIn. It's how we keep employees in the loop, and it's helped us create a real sense of belonging—even for new teams coming in from the outside. ”

## LOOKING AHEAD

# Expanding Intelligence and Integration

As the company continues to grow and evolve, Petauri's vision for Springboard is expanding in parallel. Leadership sees it not just as a communications hub, but as the foundation for a smarter, more agile digital workplace. The goal is to deepen the integration between Springboard and the company's broader ecosystem of systems and tools, while also enhancing the intelligence layer that supports employee productivity, governance, and innovation. Strategic next steps include:

- **Activating SharePoint integration** once Microsoft Purview is fully deployed, enabling document search and retrieval directly through MangoApps
- **Training Assistants on SharePoint content**, with safeguards to respect sensitivity labels and permission scopes
- **Deploying additional LLMs**, including Gemini and Claude, to empower knowledge workers with domain-specific tools
- **Embedding Assistants in operational workflows**, enabling guided SOPs, smart intake forms, and contextual recommendations

These enhancements will further position Springboard as the intelligence layer across Petauri's digital workplace.

With MangoApps at the core of its digital strategy, Petauri is equipped to handle the complexities of rapid growth and integration at scale. The company has established a foundation not only for operational excellence, but also for long-term adaptability. As new tools emerge and the organization continues to evolve, Springboard will remain the central thread that connects employees, enables smarter work, and reinforces a sense of unity across a growing enterprise. The success of the platform has proven that a well-designed, AI-enabled intranet can be more than an internal resource—it can be a driver of transformation across every facet of the business.

## Other Resources

[Building A Connected Workforce: How PROBIOMED Used MangoApps to Transform Internal Comms and Boost Efficiency & Collaboration](#)

[A Strategic and Tactical Tool: How Great HealthWorks Uses MangoApps to Balance Growth and Stability](#)

[A Solution For Clinical Communication Across Thousands of Health Systems, TeamHealth Case Study](#)

[Upgrading to a Modern Intranet: How Marion Health Used MangoApps to Improve Employee Engagement](#)

# TRANSFORM HOW YOUR COMPANY COLLABORATES, COMMUNICATES, & GETS WORK DONE.

Contact us for a more detailed capabilities demo  
sales@mangoapps.com | [mangoapps.com](https://mangoapps.com)

[Schedule A Demo](#)

